

Be a hope4ALZ® hero

hope4ALZ®



FUNDRAISING TOOLKIT

Thank You for Being a hope4ALZ® Hero,

Your hope4ALZ fundraiser impacts programs and services like caregiver respite, early-stage services, care consultations, and support groups. On behalf of the families we serve, thank you for providing hope to those who need it most.

UNTIL THERE'S A CURE, WE'LL PROVIDE THE CARE.

Accepted forms of donation for your fundraiser:

Alzheimer's LA accepts cash, check, credit card, bank transfers, PayPal, or Venmo donations. **All checks/money orders should be payable to ALZHEIMER'S LOS ANGELES.**

Please see additional instructions on page 6 to ensure you receive credit for your fundraising.

Mailing Address for donations:

Alzheimer's LA – hope4ALZ
4221 Wilshire Blvd, Suite 400
Los Angeles, CA 90010

For help or questions, please contact:

Karmine Tawagon
Development Manager
(323)930-6201 | ktawagon@alzla.org

Stay Connected!

Follow **@AlzheimersLA** and tag us in your posts



Please save a copy of this page to access helpful links and information quickly.

How to find your fundraising page:

- ✓ Visit **AlzheimersLA.org/hope4ALZ** or scan the QR code.
- ✓ Find the hope4ALZ campaign you registered for.
- ✓ Click the “View or Manage Fundraisers” option.



The screenshot displays the hope4ALZ website interface. At the top, the logo reads "hope4ALZ Providing hope to those who need it most." Below the logo, a banner states: "From now to October 2023, teams and individuals will come together for this annual group fundraiser to raise money for families facing Alzheimer's or another dementia. Register today as a team captain to create a team or register as an individual hope4ALZ hero. Together, we'll provide hope for those who need it most." Navigation buttons include "JOIN NOW", "DONATE", and "VIEW OR MANAGE FUNDRAISER".

The main content area is divided into four categories:

- Tribute Pages:** "Create a meaningful tribute in honor of someone special in your life—from family and friends to your favorite caregiver or care consultant." Buttons: "FUNDRAISE IN HONOR OF SOMEONE", "DONATE", "VIEW OR MANAGE FUNDRAISER".
- Memorial Pages:** "Create a memorial page to honor the memory of a loved one who has been impacted by Alzheimer's or another dementia." Buttons: "CREATE A MEMORIAL PAGE", "DONATE IN MEMORY OF A LOVED ONE", "VIEW OR MANAGE FUNDRAISER".
- Birthdays & Special Occasions:** "Celebrating your birthday, graduation, promotion, retirement, or wedding anniversary? Create a hope4ALZ page today to raise funds and awareness for Alzheimer's LA with your special day!" Buttons: "DONATE YOUR SPECIAL DAY", "DONATE", "VIEW OR MANAGE FUNDRAISER".
- Fitness & Endurance Events:** "Take your favorite fitness & endurance activity to the next level and dedicate it to hope4ALZ. Whether it's a Peloton Class, an eight week Bootcamp challenge, or a marathon, we'll be here to support you to reach your goal every step of the way!" Buttons: "CREATE YOUR FUNDRAISING PAGE", "DONATE", "VIEW OR MANAGE FUNDRAISER".

Finish setting up your hope4ALZ page:

- ✓ Log in to your fundraising portal and customize your fundraising page's vanity URL.
- ✓ Update your fundraising story and add photos.
- ✓ Make a self-donation to kickstart fundraising!

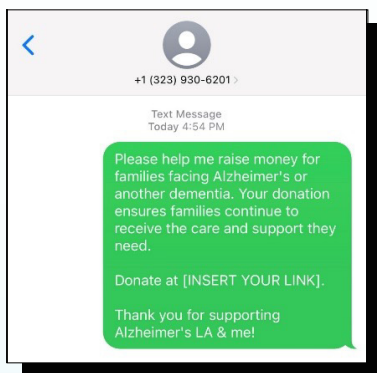


Please **CLICK HERE** or scan the QR code for step-by-step instructions on how to edit your fundraising page.

I've Set Up My Page, Now What?

It's time to invite family and friends to support your hope4ALZ fundraiser! Use the "Know your Network" worksheet on the next page to make sure you've asked everyone you know.

Wondering what to say? Start with the story you shared on your page, use the sample below, or copy the message from your fundraising portal under the email tab.



Sample text for social media and text messages

Please help me raise money for families facing Alzheimer's or another dementia. Your donation ensures families continue to receive the care and support they need.

Donate at [INSERT YOUR FUNDRAISING LINK].

Thank you for supporting Alzheimer's LA & me!

Sample text for emails & letters

- ✓ Log in to your fundraising portal.
- ✓ Visit the EMAILS tab to copy a sample email or letter.
- ✓ Your fundraising portal also includes a sample thank you letter.



Please **CLICK HERE** or scan the QR code for step-by-step instructions on how to login to your fundraising portal.

Know Your Network Worksheet

PERSONAL Write down your ideas of who to contact and how (phone, e-mail, text, social media, letter-writing, fundraising events, etc.), and then put those plans into action!	
Family	<p>Go beyond your immediate family</p> <ul style="list-style-type: none"> Who did you see at the last holiday party or reunion?
Friends	<p>Include friends from previous periods of your life</p> <ul style="list-style-type: none"> Grade school, high school, or college <p>Informal groups or clubs</p> <ul style="list-style-type: none"> Book clubs, poker night, sports groups <p>Ask friends to reach out to their social circles</p>
Distant Contacts	<p>Review your wedding or shower guest lists</p> <p>Review your holiday card list</p> <p>Sorority/fraternity sisters/brothers</p> <p>Anyone who you recently supported in a charity event of their own</p>
Community	<p>How are you involved in your community?</p> <ul style="list-style-type: none"> Volunteer activities/organizations Your children's activities PTAs, Scouts, parent's groups Civic or religious organizations Facebook groups Support groups Connections on social media
Local Business	<p>What businesses do you frequent and who do you interact with while there?</p> <ul style="list-style-type: none"> Grocery stores, dry cleaners, gyms, salons, coffee shops, etc.

PROFESSIONAL Write down your ideas of who to contact and how (phone, e-mail, text, social media, letter-writing, fundraising events, etc.), and then put those plans into action!	
Co-Workers	<p>Ask within and outside your department or direct contacts</p> <ul style="list-style-type: none"> Outlook contacts, office staff directory <p>Ask about your company's matching gift program</p> <ul style="list-style-type: none"> Check in with your HR department about your company's Employee Engagement Programs <p>Former coworkers from previous jobs</p>
Business Contacts	<p>Who do you regularly interact with?</p> <ul style="list-style-type: none"> Clients Partners Vendors
Professional Groups	<p>Consider your LinkedIn network</p> <p>Think of different organizations whose meetings you regularly attend</p> <ul style="list-style-type: none"> Chamber of Commerce, Municipal meetings <p>Networking groups</p> <ul style="list-style-type: none"> Industry groups, professional development

Have Some Fun!

You're rocking it! Look at some of these fun ideas to generate more donations towards your goal!

BBQ at the Park

Invite your network to a BBQ at the park and charge an "admission fee." For example, you can ask for a \$25 donation and it will include a plate of BBQ and two sides. For \$50, they can get two plates with sides, and a drink. It's your party, you decide the details!



Create a Challenge

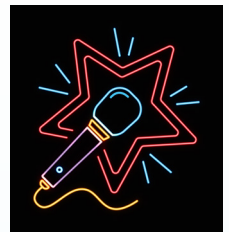
Allow family and friends to challenge you in exchange for their donations. You decide the challenges and the amount, but it can look something like this:



- Donate \$25 to make me do ten push-ups
- Donate \$50 to make me give up coffee for three days
- Donate \$100 to make me walk 10,000 steps/day for a week
- Donate \$250 to make me give up sweets for a month

Be Your Own Star

Are you gifted with a beautiful voice? Host a Livestream and have people request songs in exchange for a donation. Try this concept with any other talent you may have, from drawing to stand-up comedy!



For support or ideas, please contact Karmine at: ktawagon@alzla.org or at (323)930-6201.

FUNDRAISING TIPS FOR SUCCESS

- ✓ Share why this cause is important to you and what their support means.
- ✓ Don't be scared to send reminders. The average person needs around FIVE reminders to do something. Be polite but stay persistent.
- ✓ A personal "thank you" goes a long way – it lets your donor know how much YOU appreciate their support.

How to Receive Credit for your Fundraising

We encourage your supporters to donate online, but some would rather send a check or give you cash. Please follow this guide on how to handle any donations you receive.

CASH

If you receive cash donations, please total it and send a check for the full amount you receive **payable to “Alzheimer’s Los Angeles.”** Then, mail the check to Alzheimer’s LA with the following information:

- Your name and contact information
- A list of each donor’s name, email address, mailing address, phone number, and donation amount. We require this information to provide them with an acknowledgment letter for tax filing purposes.

CHECK

Please ask donors to **make checks payable to “Alzheimer’s Los Angeles”** and have them write “hope4ALZ” and your name in the notes. Then, mail the check to Alzheimer’s LA.

If a donor made the check payable to you, please endorse it and mail the check to us with a note asking us to allocate the donation to your fundraising page.

PLEASE MAIL DONATIONS TO:

Alzheimer’s LA - hope4ALZ
4221 Wilshire Blvd, Suite 400
Los Angeles, CA 90010

Donations sent by mail may take at least two weeks to be processed and reflected on your fundraising page. Processing donations may take longer if donor information is missing or if the check is not payable to “Alzheimer’s Los Angeles.”

For any questions or concerns, please don’t hesitate to **contact Karmine at:**
ktawagon@alzla.org or (323)930-6201.

Thank you for providing hope to families facing Alzheimer’s or another dementia!

